

Message Text

UNCLASSIFIED

PAGE 01 TOKYO 07656 100403Z

14

ACTION EA-10

INFO OCT-01 ISO-00 EB-07 /018 W
----- 110597

R 100256Z JUN 75
FM AMEMBASSY TOKYO
TO USDOC WASHDC
SECSTATE WASHDC 0739

UNCLAS TOKYO 7656

FOR OIM/WELCH

E.O. 11652: N/A
TAGS: BEXP, JA
SUBJECT: CLOSE-OF-EXHIBITION REPORT-ELECTRONICS PRODUCTION AND
TEST EQUIPMENT EXHIBITION

1. EXHIBITION: ELECTRONICS PRODUCTION AND TEST EQUIPMENT
EXHIBITION
2. PLACE AND DATES: U.S. TRADE CENTER, TOKYO, JUNE 2-6 1975
3. U.S. EXHIBITORS SEEKING AGENTS AND DISTRIBUTORS: FOUR
 - A) AGENTS AND DISTRIBUTORS APPOINTED: THREE
 - B) AGENCIES/DISTRIBUTORSHIPS UNDER NEGOTIATION: THREE (30 LEADS)
 - C) LICENSEE AGREEMENTS SIGNED: NONE
 - D) LICENSEE AGREEMENTS UNDER NEGOTIATION: TWO (4 LEADS)
 - E) JOINT VENTURE AGREEMENTS SIGNED OR UNDER NEGOTIATION: NONE
4. SALES:
 - A) IMMEDIATE: \$381,970
 - ?) TWELVE-MONTH PROJECTION: \$6,099,050
4. B) TWELVE-MONTH PROJECTION:
NTM/NTE: \$1,160,000
OTM: \$4,939,050
5. REGISTERED VISITORS: 1,902(1,988 HAND-COUNT)

UNCLASSIFIED

UNCLASSIFIED

PAGE 02 TOKYO 07656 100403Z

6. TOTAL EXHIBITORS: FORTY-SEVEN (26 PARTICIPANTS)

A) NEW-TO-EXPORT: FOUR
B) NEW-TO-MARKET: TEN
C) OLD-TO-MARKET: THIRTY-THREE
D) FULL ACHIEVING PRIMARY MARKETING OBJECTIVE: TWENTY-EIGHT
E) PARTIALLY ACHIEVING PRIMARY MARKETING OBJECTIVE: NINETEEN
F) FAILING TO ACHIEVE PRIMARY MARKETING OBJECTIVE: NONE
G) U.S. EXHIBITORS WITH REPRESENTATIVES ATTENDING FROM U.S.
ELEVEN

7. NARRATIVE:

OPENING CEREMONIES HELD ON MONDAY, JUNE 2, AT 5:30 P.M. WITH
WELCOMING REMARKS BY TCD AND CONGRATULATORY SPEECHES BY AMBASSADOR
JAMES D. HODGSON AND JAPANESE GUEST HONOR MR. KEIZO TAMAKI,
PRESIDENT, ELECTRONICS INDUSTRIES ASSOCIATION OF JAPAN AND
PRESIDENT, TOKYO SHIBAURA ELECTRIC CO., LTD. RECEPTION WHICH
FOLLOWED WELL ATTENDED BY MORE THAN ONE HUNDRED GUESTS
REPRESENTING EXECUTIVES FROM TARGET AUDIENCE, TRADE ASSOCIATIONS,
PRESS AND AMERICAN BUSINESS COMMUNITY.
ATTENDANCE EXCEEDED ALL EXPECTATIONS, INCREASED DAILY
REACHING 660 REGISTERED VISITORS ON FINAL DAY, AND SURPASSED
NINETEEN HUNDRED FOR EXHIBITION. ATTENDANCE FROM OUTSIDE TOKYO
AREA TOTALLED 37.2 PERCENT GREATLY EXCEEDING TRADE CENTER AVERAGE.
SIXTY PERCENT OF EXHIBITORS FULLY ACHIEVED PRIMARY PARTICIPATION
OBJECTIVE WITH BALANCE PARTIALLY ACHIEVING THIS OBJECTIVE.
HODGSON

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 10 JUN 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975TOKYO07656
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750201-0472
From: TOKYO
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t19750663/aaaacfmy.tel
Line Count: 86
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: greeneet
Review Comment: n/a
Review Content Flags:
Review Date: 12 FEB 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <12 FEB 2003 by PhilliR0>; APPROVED <04 FEB 2004 by greeneet>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
06 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: CLOSE-OF-EXHIBITION REPORT-ELECTRONICS PRODUCTION AND TEST EQUIPMENT EXHIBITION
TAGS: BEXP, JA
To: COM STATE
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 06 JUL 2006